

KERIN KOLONOSKIE

Senior Creative Director | Brand Strategy & Revenue Growth
Washington, DC | kerink@me.com | 571-212-7662 | work.designsiren.com

EXECUTIVE PROFILE

Strategic creative executive with 20+ years of experience leading brand transformation, integrated marketing, and creative operations for major consumer-facing organizations. Known for aligning creative strategy with revenue goals, building high-performing teams, and delivering measurable business impact.

Combines hands-on creative leadership with operational rigor, driving efficiency, scalability, and innovation across complex organizations.

KEY STRENGTHS

- Enterprise Brand Leadership
 - Integrated Campaign Strategy
 - Creative Operations & Process Development
 - Team Building & Leadership (multi-disciplinary, distributed teams)
 - Revenue-Driven Marketing
 - Cross-Functional Executive Collaboration
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PROFESSIONAL EXPERIENCE

Washington Nationals

Senior Creative Director (2020–Present)
Creative Director (2015–2020)

Serve as the organization's creative leader and brand steward, overseeing all creative output across marketing, ticket sales, partnerships, and fan engagement channels.

Scope & Leadership: Lead multidisciplinary creative team (design, copy, photo, video, freelancers)

Direct integrated creative campaigns across digital, social, broadcast, print, and in-venue. Partner with executive leadership, analytics, and marketing teams. Oversee budget planning, production, and vendor relationships

Impact & Achievements: - Generated \$1.8M incremental revenue through City Connect uniform launch - Delivered highest-grossing and highest-engagement campaign in franchise history - Led campaigns driving significant increases in ticket sales and fan engagement - Developed and implemented seasonal brand strategies aligned to business goals - Streamlined workflows and improved operational efficiency across creative team

Internova Travel Group (Travel Leaders Group)

Creative Director (2011–2015)
Senior Manager, Creative Services (2009–2011)
Manager, Creative Services (2006–2009)
Senior Designer (2003–2006)

Led creative strategy and execution for a portfolio of travel brands, overseeing brand development, marketing campaigns, and digital experiences.

Scope & Leadership: Managed team of 13+ creatives across multiple locations. Directed creative for 9+ distinct brands. Oversaw UX, digital platforms, and marketing campaigns.

Impact & Achievements: - Centralized creative operations across brands, improving efficiency and consistency. Led full rebrand of flagship brand Vacation.com - Designed and launched Agent Finder platform. Regularly presented to executive leadership and large conference audiences (1,500+)

EARLY CAREER

Progressive design roles across agency, digital, and entertainment sectors, building foundation in brand identity, marketing, and multimedia production.

EDUCATION

Alfred University
Psychology Major | Fine Arts Minor
Presidential Scholar

AWARDS & RECOGNITION

- Emmy Award (2020) - Outstanding Sports Special (Contributor)
 - Multiple Magellan Awards for marketing and campaign excellence
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ADDITIONAL EXPERTISE

- Creative Strategy & Art Direction
 - Brand Identity Systems
 - UX & Digital Experience Design
 - Campaign Development (B2B & B2C)
 - Vendor & Agency Management
 - Photography & Production Direction
 - Process Optimization
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PORTFOLIO

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Full portfolio and case studies available upon request